

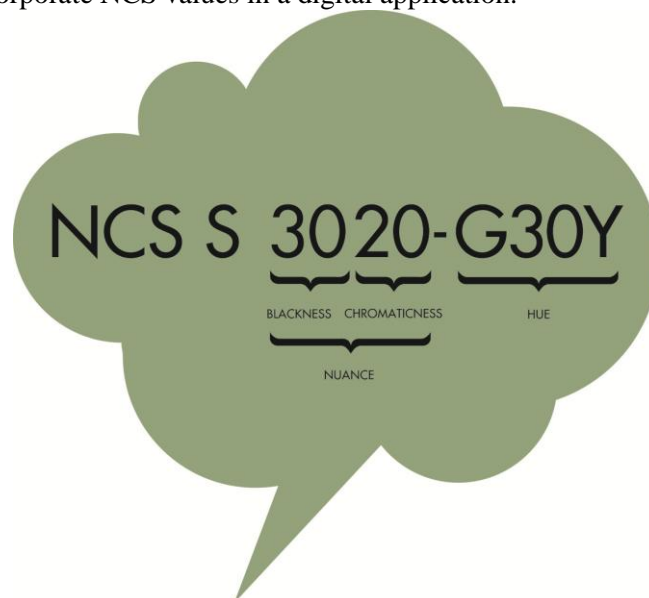
# ABOUT NCS LICENCE

*When colours are communicated between people, NCS is the universal language that links them together.*



## NCS LICENCE

NCS has become a widely accepted global standard for professionals. Looking at marketing communications, NCS opens up a way to communicate and market colour collections with a respected, precise and universal colour language, whether it be paint, product colours, digital colours or other colours. NCS Licence covers this area. Some use it to present the result in a research report, some to learn how colours are related, while others use it to define colours in their business life. The questions stretch from which colours to use in a specific project, for a specific residential area, in the new corporate identity or for a new product line. NCS offers a visual system to define the colours that work for all material. Other common needs are producers who want to communicate their colour collection according to NCS in a brochure or on a website, or software developers who want to incorporate NCS values in a digital application.



After signing an NCS Licence agreement you may refer to NCS as a colour system, refer to our logo and trademarks and it may also give you the right to mix colours according to NCS or show the colours of your product range according to NCS. As accuracy and consistency are the core values for NCS, NCS Colour AB requires the same attention to detail from its Licensees and is therefore happy to assist in quality checking for any customer. We always reserve the right to check on colour accuracy and point out whenever we find poor matches.

### Why Licencing?

NCS Licence is a way to preserve the reliability of NCS as a colour system, prevent local interpretations and maintain the integrity and quality of NCS itself. Any user should be able to trust that NCS S 1070-Y looks exactly the same in Finland as it does in Singapore.

Keep an eye out for correctly NCS marked products. It will inform anyone that the manufacturer is an authorised commercial NCS Partner. NCS users around the world who are looking for suppliers will be able to identify serious and authorised NCS Licence Partners.

## Legal Information & Small Print

All intellectual property rights, IPR, to NCS - Natural Color System<sup>®</sup> (e.g. but not limited to trademarks, copyright, products, design and know-how) are the property of NCS Colour AB, now and in the future in the whole world. It is the policy of NCS Colour AB to grant non-exclusive licences for the commercial use of NCS. It is prohibited by law to use any of NCS Colour AB's products commercially or indeed the Natural Colour System without a valid NCS Licence Agreement.



NCS Colour AB's goal is to maintain the integrity of NCS, at the same time developing the use of NCS in order to fit the users' requirements with no loss of quality. Naturally, NCS original colour samples may be used in colour specification and colour communication without an agreement.

If a company produces or markets a product or service described by NCS or by NCS notations on packaging, literature, documents, databases, digital media, on the Internet, etc. an NCS Licence is required. Use of NCS in publications, manuals and similar documents, may require written permission.

## Become a Licence Partner

To be able to offer your company an NCS Licence agreement we need to know how you would like to use NCS in your business. We would also like to know more about your company, roughly the annual turnover and the markets that you target. It is the primary policy of NCS Colour AB to grant licences of right for the lawful use of NCS on reasonable terms and conditions.

The licence for commercial use is an annual agreement for which a royalty is payable.

We will gladly inform you whether a licence is needed and what it includes, and we will be happy to furnish a complete contract proposal for your approval. Under normal conditions we are prepared to enter into agreement with any prospect. We assume that all use of NCS is made in good faith and a licence agreement will of course cover any such use, provided that the relevant use is at all capable of being covered by a licence agreement under NCS Colour policies.

Questions on how to refer to NCS can be answered by local NCS representatives.

